I CLAIM:

 A method for directing service in a vehicle comprising: receiving a service request from the vehicle; receiving a vehicle location;

determining vehicle delivery-enabling information based on the service request and the vehicle location;

configuring the service corresponding to the service request based on the vehicle delivery-enabling information; and sending the configured service to the vehicle.

The method of claim 1 further comprising:
 receiving a signal including a vehicle identifier from a vehicle
 communication component.

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- 3. The method of claim 2 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.
- 4. The method of claim 1 further comprising: sending a list of delivery channels to a vehicle communication component.
- 5. The method of claim 4 further comprising: selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.

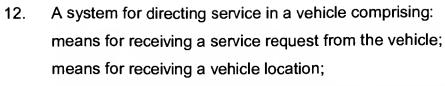
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6. The method of claim 5 further comprising:
optimizing the configured service for communication based on the selected delivery channel.

- The method of claim 1 further comprising:
 configuring a vehicle communication component in the vehicle
 based on the vehicle delivery-enabling information.
- 8. The method of claim 1 further comprising:
 10 creating a profile that includes vehicle delivery-enabling information.
 - 9. The method of claim 1 wherein determining vehicle delivery-enabling information is based on at least one pre-determined user input.
 - 10. The method of claim 1 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.
 - 11. The method of claim 1 further comprising:

 updating the vehicle delivery-enabling information at a service management application while the application is in contact with a vehicle communication component.



means for determining vehicle delivery-enabling information based on the service request and the vehicle location;

means for configuring the service corresponding to the service request based on the vehicle delivery-enabling information; and means for sending the configured service to the vehicle.

- 10 13. The system of claim 12 further comprising:

 means for receiving a signal including a vehicle identifier from a vehicle communication component.
- 14. The system of claim 12 further comprising:
 means for sending a list of delivery channels to a vehicle
 communication component.
 - 15. The system of claim 14 further comprising:

 means for selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.
- 20 16. The system of claim 15 further comprising:

 means for optimizing the configured service for communication based on the selected delivery channel.

17. The system of claim 12 further comprising: means for configuring a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.

- 5 18. The system of claim 12 further comprising:

 means for creating a profile that includes vehicle delivery-enabling information.
- 19. The system of claim 1 further comprising:
 means for updating the vehicle delivery-enabling information at a
 service management application while the application is in contact with a vehicle communication component.
 - 20. A computer usable medium including a program for directing service in a vehicle comprising:

15 computer readable program code that receives a service request from the vehicle;

computer readable program code that receives a vehicle location; computer readable program code that determines vehicle delivery-enabling information based on the service request and the vehicle location;

computer readable program code that configures the service corresponding to the service request based on the vehicle delivery-enabling information; and

computer readable program code that sends the configured service 25 to the vehicle.

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- 21. The computer usable medium of claim 20 comprising: computer readable program code that receives a signal including a vehicle identifier from a vehicle communication component.
- 22. The computer usable medium of claim 21 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.
- 10 23. The computer usable medium of claim 20 further comprising: computer readable program code that sends a list of delivery channels to a vehicle communication component.
- The computer usable medium of claim 23 further comprising:
 computer readable program code that selects a channel from the list of delivery channels to deliver the configured service corresponding to the service request.
 - 25. The computer usable medium of claim 24 further comprising: computer readable program code that optimizes the configured service for communication based on the selected delivery channel.
- The computer usable medium of claim 20 further comprising:
 computer readable program code that configures a vehicle
 communication component in the vehicle based on the vehicle delivery-enabling information.

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- 27. The computer usable medium of claim 20 further comprising: computer readable program code that creates a profile that includes vehicle delivery-enabling information.
- 28. The computer usable medium of claim 20 wherein determining vehicle delivery-enabling information is based on at least one pre-determined user input.
- 10 29. The computer usable medium of claim 20 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.
 - 30. The computer usable medium of claim 20 further comprising: computer readable program code that updates the vehicle delivery-enabling information at a service management application while the application is in contact with a vehicle communication component.